



**UNDER SECRETARY OF DEFENSE**  
4000 DEFENSE PENTAGON  
WASHINGTON, D.C. 20301-4000

FEB 2 2012

PERSONNEL AND  
READINESS

The Honorable Kay R. Hagan  
United States Senate  
Washington, DC 20510

Dear Senator Hagan:

Thank you for your December 21, 2011 letter to the Secretary of Defense regarding your concerns with the prevalence of representatives of for-profit schools on military installations seemingly in violation of commercial solicitation rules. As both the policy for personal commercial solicitation and the policy for voluntary education fall under my purview, I have been asked to respond.

The Department's policy in Department of Defense Instruction (DoDI) 1344.07, "Personal Commercial Solicitation on DoD Installations," gives clear and concise guidance to the Services regarding procedures to be followed that allow for personal commercial solicitation. This uniform policy is in place to safeguard the welfare of Department of Defense (DoD) personnel as consumers from potentially unscrupulous solicitors. Installation commanders are empowered to take the appropriate action to implement the procedures and follow-on corrective action for any individual who violates such requirements. The Services have been made aware of the specific incidents you cite as potential violations and for any corrective action deemed necessary as a result of these incidents.

It is important to note that while your letter indicates \$626 million of the Post 9/11 GI Bill benefits went to for-profit education companies, it is effectively impossible to determine how many of those enrollments were initiated as part of personal commercial solicitation efforts on military installations or other marketing techniques practiced by these companies. DoD personnel, like all of us, are exposed to many television advertisements, direct mailing and other advertising efforts of colleges and universities in their attempt to increase enrollments.

Although the current DoD policy addresses all personal commercial solicitation, it does not specifically call attention to increasingly-aggressive efforts by some postsecondary education institutions, whether they be public, private, or for-profit. Therefore, we will revise DoDI 1344.07 as necessary to make specific mention of personal commercial solicitation by postsecondary education institutions. This additional guidance will clarify that such organizations must comply with all the requirements established by installation commanders for on-base solicitation.

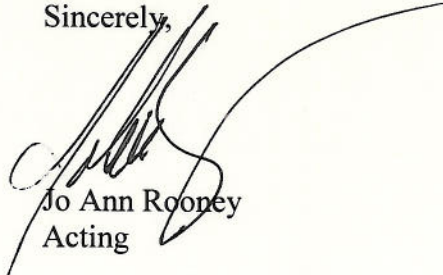
Protecting DoD personnel from personal commercial solicitation by postsecondary education institutions that violate DoDI 1344.07 is imperative. It is also critical that DoD educate Service members and their families about making intelligent decisions when contemplating enrollment in educational institutions. Education officers and guidance counselors are currently available at 245 DoD education sites worldwide to provide Service

members with an extensive menu of support. Services include details about specific programs, assistance with designing a course of study, information on the DoD Tuition Assistance Program, Veteran's Education Benefits and much more. Additionally, DoDI 1322.25, "Voluntary Education Programs," requires that all postsecondary institutions participating in the Tuition Assistance Program be accredited by an accrediting body recognized by the U.S. Department of Education. These efforts are all part of a concentrated effort to help Service members and their families make better choices when it comes to their continuing education.

Thank you for the opportunity to respond to your concerns. The Department will continue to monitor these programs to ensure our Service members are protected from inappropriate solicitation and have all the resources they need to make smart choices about continuing education.

A similar letter has been sent to the other signatories of your letter.

Sincerely,

A handwritten signature in black ink, appearing to read "Jo Ann Rooney", with a long, sweeping horizontal line extending to the right.

Jo Ann Rooney  
Acting